



# Triller AI — 2023 Relationship Economy Report

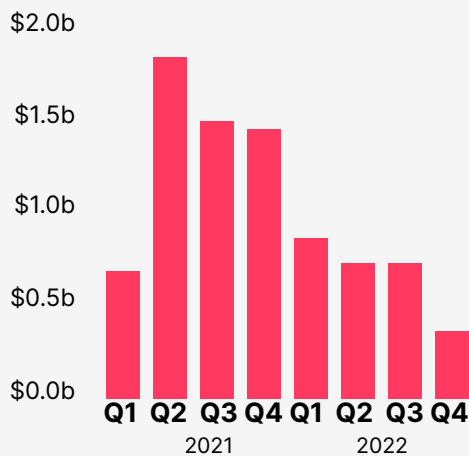
## Introduction

In this report, Triller explores the state of the relationship economy today and where it's headed in 2023. You'll get a bird's eye view of how brands work with creators, what drives creator content, platform and partnership decisions, and how creator platforms are serving them. We also take a look into the impact of generative AI on businesses and creators and its impact on the creator economy as a whole. Lastly, with the threat of a ban on TikTok, we take a deep dive on the implications to creators and the opportunities on the horizon.

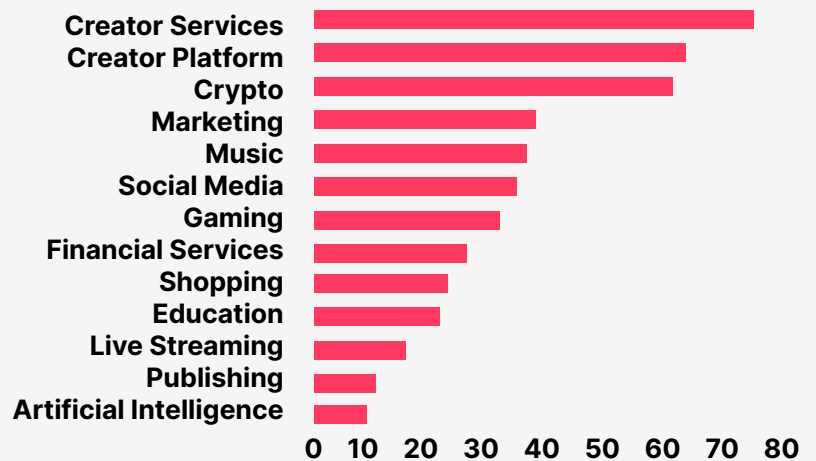
According to The Information's Q1 Report for 2023, investment in creator economy startups has dropped, from \$180 million invested in Q4 2022 in the U.S. versus ~\$500 million invested in the space each quarter since Q1 2021.<sup>1</sup>

Investments in the creator economy startups have declined over the past year.<sup>1</sup>

### How Much Has Been Invested...



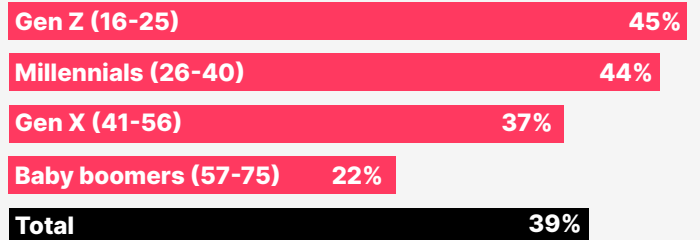
### ...And Where It's Going



Although brands have reduced their overall advertising budgets, including influencer marketing budgets, and venture capital is increasingly conservative about investing in this sector, the creator economy remains a healthy \$100 billion plus market and the number of people becoming creators continues to soar, but with new motives and incentives. In fact, a recent report by Insider Intelligence said that the Gen Z and Millennial generations of creators aspire to be business owners and look to generate income from their content.<sup>2</sup>

### Creators\* Worldwide Who Aspire to Be Business Owners, by Generation, Aug 2022

% of respondents in each group



In 2023, we will continue to see a shift in the creator economy as influencers seek financial and creative independence. The Triller AI Creator Platform and affiliate network are specifically designed to help achieve that goal. The Triller AI Creator Platform is a combination of sophisticated AI tools giving creators the ability to connect intimately with fans, distribute content across multiple channels, and access a variety of revenue streams – such as affiliate partnerships, premium content subscription and brand sponsorships. Through this platform, Triller will accelerate the shift toward a more empowered and independent creator economy.

In this report, you'll find some key trends in the creator economy and how the industry is evolving due to market trends, platform evolution, and emerging technologies, such as Generative AI.

<sup>1</sup> The Information, Dayal, Mahira, Creator Economy Startup Funding Drops 60% From a Year Ago, July 6, 2022  
<sup>2</sup> Insider Intelligence, Enberg, Jasmine, 5 things to know about the creator economy in 2023, Feb 23, 2023

## Trend: Generative AI & its Impact on the Creator Economy

Accenture [recently announced a plan to invest \\$3 billion](#) and PriceWaterhouseCoopers [recently announced its plan to invest \\$1billion](#) in scaling its AI portfolio to support and enhance clients' business operations through generative AI.<sup>3</sup> With the promising market outlook on generative AI solutions, such as Chat GPT, businesses and creators are jumping on board to leverage these solutions for operational efficiency, and in some cases, to globalize their brands through seamless and accurate language translations.

- Scaling Businesses for creators (voice, text, and content)
- Seamless Globalization
- Diversified Content

### Operational Efficiency & Optimization

In Q4 of 2022, Triller initiated the private beta of its **Hustle Engine**, providing creators with a single, smart inbox that operated across all social platforms including (comments, DMs, and mentions), starting with Instagram, Facebook, YouTube and SMS. A select group of creators have been able to use the inbox to communicate with their fans across all platforms in a seamless way, allowing them more time to create and monetize their content, while connecting more deeply with their fans.

Triller's Hustle Engine is available on an invite-only basis for Early Access to a select group of creators. If you or any creator is interested in learning more about the program, go to <https://hustle.amplify.ai> and click "DM us."

### Personalization

In Q1 of 2023, Triller released its state-of-the-art AI recommendation engine that leverages the power of machine learning and artificial intelligence to enhance user experience and offer personalized content recommendations.

The new recommendation engine is designed to analyze user behavior, preferences, and interactions with the platform to deliver a highly personalized and engaging experience. By leveraging advanced algorithms, the engine can identify and curate content that is most relevant to the user's interests, enabling them to discover new content and creators easily.

### Creative Efficiency & Optimization

Triller continues to lead the industry with its AI technology for music editing. This cutting-edge technology uses advanced algorithms to analyze audio and provide users with a suite of powerful tools that allow them to easily edit their music with precision and ease.

With Triller's AI-powered music and sound editing technology, users can create seamless transitions, isolate vocals, and add custom effects to their tracks with just a few clicks. The technology also provides users with real-time feedback on their edits, allowing them to see the impact of their changes as they work. This intuitive and user-friendly approach makes music editing accessible to everyone, regardless of their technical expertise.

Triller's AI technology is powered by machine learning, which means that it constantly adapts and improves over time. This ensures that users have access to the most up-to-date tools and capabilities, and can continue to push the boundaries of what's possible with music editing.

<sup>3</sup> Accenture, Frey, Rachel, Accenture to Invest \$3 Billion in AI to Accelerate Clients' Reinvention, June 2023



## Trend: Diversification Across Platforms, Revenue Streams & Audiences

With the disruption to influencer marketing budgets across brands, creators are looking for ways to broaden their revenue streams and audiences for increased reach and higher income. Creators are also diversifying their content across platforms so their fans can interact seamlessly and consume variations of content on the platform of their choice.

## Trend: Transparency & Data Ownership for Creator Platforms

As creators become more savvy and seek new revenue streams, platforms will evolve to meet those needs. Some key attributes creators seek are revenue transparency, payment fulfillment, ownership of audience data, and performance measurement tools. Creators will migrate to platforms that will help streamline their content, increase revenue streams, and communicate with large audiences across multiple platforms in meaningful ways.

As creators become increasingly eager to find new revenue opportunities, there are predictions of more creator brand product launches which will drive an increased need for operational efficiencies and commerce support from platforms.

### Merijn - Fitness influencer from the Netherlands.

<https://www.merijn.club/>

Collecting his fan data in one place using exciting, free content. His free workout routine E-Book has been downloaded thousands of times and is still generating new fan sign ups despite him promoting it a year ago. With the help of Fangage, Merijn can reach specific fans with laser-target precision. As an example, Merijn actively sends E-Mails and Text messages to his Dutch subscribers whenever he's launching a new product, has a sale going on (i.e., black friday deals for his fitness brand), or when there are important announcements to make.



### Sickmode - Hardstyle DJ

<https://www.sickmodedj.com/>

Sickmode's Fangage platform is a one-stop-shop for everything related to him (music, videos, exclusive content, giveaways). Sickmode managed to convert 10% of his followers into an owned audience on his Fangage platform. A couple weeks ago, he sold out his merch in part thanks to Fangage, as he sent out an e-mail to his loyal fans which had an open rate of 81% and a click rate of 42%



## Trend: Influencers Will Become Critical to Affiliate Programs

According to a recent study from Influencer Marketing Hub, influencer marketing and affiliate marketing are becoming increasingly integrated as creators move toward more revenue-driven campaigns and driving commerce. According to a study, “Affiliate Marketing Spending in 2022” by [Statista](#), growth in the United States was an estimated \$8.2 billion and will continue to increase YOY.<sup>4</sup>

Brands are looking to influencers to become another marketing channel and advocate for their products and services in authentic ways. Influencers are now an integral part of the sales funnel and affiliate links allow brands to attribute direct sales from creators, while also giving fans and consumers simplified and organic shopping experiences.

To meet this market trend, Triller has built The Triller Creator Collective; a curated network of creators across music, lifestyle, culture, sports, health, wellness, fashion, beauty and more. Brands have the ability to partner with these select creators to drive brand awareness, engagement, and conversions with their audiences.

In addition, Triller’s unique Assembly of Black Creators network allows brands to connect with more diverse audiences in a more meaningful and authentic manner. Our creators use Triller’s sophisticated tools to build a deeper connection with their followers, which in turn helps them be a more effective partner for brands and drive better business outcomes.

The Triller Creator Collective can partner brands with over 2,000 highly-connected creators across multiple key product categories reaching over 825 million people. Categories include:

- Food & Beverage
- Beauty
- Fashion
- Health & Wellness
- Lifestyle
- Sports/Fitness



<sup>4</sup> Statista, Affiliate marketing spend in the U.S. 2010-2022, [J.G. Navarro](#), Jan 6, 2023

## Trend: Video Content is King & Creators are Seeking AI Solutions to Increase Production

According to Julius, Triller's social engagement measurement technology, YouTube Shorts has bypassed Instagram Reels in popularity for creators from this time last year. YouTube Shorts preference is continuing on the rise as being 66%+ the more popular format for video content, versus longer formats.

In a recent study by InVideo, 84% of customers surveyed stated that marketing videos often convince them to invest in a product or service, and are more likely to share videos versus other forms of content.<sup>5</sup> Cisco reported that in 2023, around 80% of online traffic will be mostly made up of video content.<sup>6</sup>

As creators begin to launch and grow their own brands, videos will increasingly become a preferred form of content, however, well-produced video content can be time consuming. With Generative AI trends, creators will look to leverage tools to help optimize the time spent in creating video content.

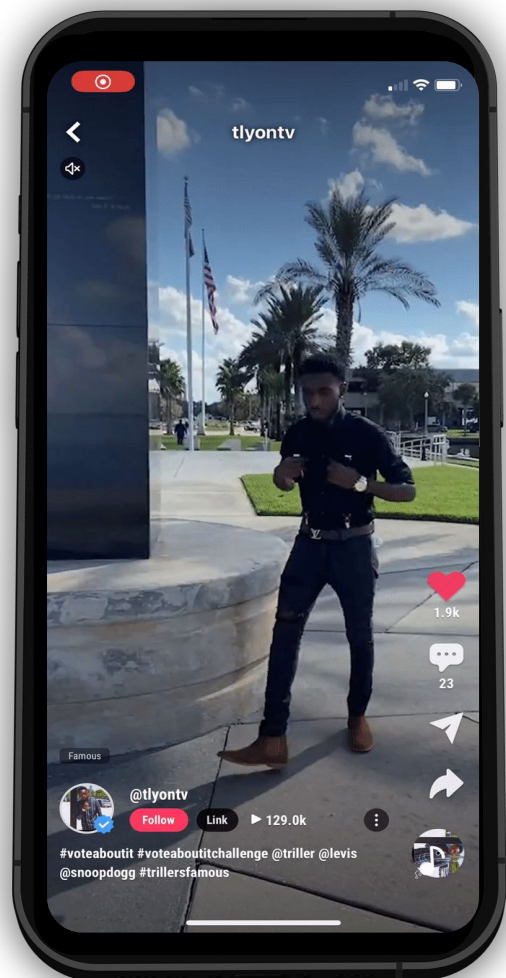
In Q1, for example, Triller unveiled an AI-powered video editor to analyze and optimize video content for maximum engagement. With just a few taps, creators can now add visual effects, trim and cut clips, adjust speed and volume, and choose from a library of music tracks to create personalized, high-quality videos that are ready to share with the world.

"Video creation can be time-consuming and intimidating, especially for those who don't have professional editing skills or access to expensive software," said Ben Reid, VP of Product at Triller. "Our new AI-powered video editor simplifies the process and puts powerful editing tools in the hands of creators."

The app's intuitive interface and step-by-step tutorials guide users through the video editing process, helping them create polished, professional-looking videos that are optimized for sharing on social media.

In addition to its advanced editing features, the Triller video editor also includes a range of AI-powered effects, such as auto color correction, auto framing, and auto-cropping, that help users enhance their video content without having to spend hours editing and tweaking individual clips.

"We believe that creators should have the opportunity to express themselves creatively, and our AI-powered video editor is one way we're making that possible," said Mahi De Silva, CEO of Triller. "Whether you're a professional content creator or just getting started, our video editor is a powerful tool that will help you take your content to the next level."



<sup>5</sup> InVideo Sarika, 135 Video Marketing Statistics You Can't Ignore in 2023

<sup>6</sup> DemandSage, Ruby, Daniel, 84 Video Marketing Statistics In 2023 (Data & Infographics), July 17, 2023



## Trend: Micro & Nano Influencers

With brands having smaller budgets, micro and nano influencers are becoming more coveted for brand campaigns and partnerships, according to a recent article in Forbes titled, “Why Smaller Influencers Outshine Mega-Influencers In The Age Of Social Media.”<sup>7</sup>

In addition to being more cost-effective, smaller following usually means higher engagement from audiences, as mega-influencers often have large numbers of inactive or fake followers. The interactions with these smaller influencers are more authentic and their following is generally more niche across specific verticals, meaning a more targeted approach for a brand campaign.

In 2022, Triller’s Assembly for Black Creators flew 26 Black creators to SXSW, where they had access to SXSW’s programming and educational tracks, while Triller ignited content-worthy experiences for brand partners, such as Charmin, Bounty, and PNG. and creators to activate huge campaigns on the ground. These brands were looking to activate smaller creators, as well as prioritize underrepresented groups in order to maximize engagement, tap into more authentic interactions, and reinforce their commitment to diversity, equity and inclusion. The results included 84% overdelivery in contracted content pieces from the creators and 60% overdelivery in talent.



<sup>7</sup> Forbes, Wiley, Danielle, “Why Smaller Influencers Outshine Mega-Influencers In The Age Of Social Media,” March 13, 2023

## Trend: Advocacy for Creator Inclusivity & Diversity

Black buying power being a 1.3 trillion dollar audience that is largely ignored

“DEI is not a program or an initiative or a singular goal,” Marisa Afzali, Progressive’s DEI Director, told Forbes in a [recent article](#), America’s Best Employers for Diversity in 2023. “It is about how we do this work holistically.”<sup>8</sup>

### WHY BLACK CREATORS

- Black Creators are ignored by brands
- Algorithm discrimination against Black Creators
- Wide pay gap between Black Creators and White creators
- Black Creators content is not considered valuable.
- Black buying power being a 1.3 trillion Dollar that is ignored
- Empowering Black creators will lead to change in the industry

Assembly Black Creators

### TRILLER BRAND COLLABORATIONS

#### SXSW PERFORMANCE

<b>48</b> CREATOR PARTICIPANTS	<b>166</b> PIECES OF CONTENT POSTED	<b>9.01%</b> AVERAGE TIKTOK ENGAGEMENT RATE
30 CONTRACTED TALENT <b>60%</b> OVERDELIVERY	90 CONTRACTED PIECES OF CONTENT <b>84%</b> OVERDELIVERY	7.7% IS THE INDUSTRY BENCHMARK <b>1.31%</b> HIGHER THAN INDUSTRY

Assembly Black Creators

<sup>8</sup> Forbes, Rabkin Peachman, Rachel, Meet America’s Best Employers For Diversity 2023, April 25, 2023



Increasingly, diversity, equity, and inclusion (DEI) programs are becoming priorities for Fortune 500 companies and brands, and as part of their commitment to underrepresented groups, they seek to work with like-minded brands and creators.

Triller's Assembly for Black Creators is rooted in a commitment to rectify the inequality in the creator economy. "Black creators are ignored by brands, discriminated against by algorithms, and paid less than their white counterparts," said Kendra Johnson, the Head of the Assembly for Black Creators and Talent Manager at Triller. "The ABC was created to change that."

Triller's ABC program has empowered 85 emerging creators to tell their story to an audience of millions. For Noelle Bellinghausen and Rian Goins, Triller's ABC has been both a business success story-and a love story.

"Creating content together was the one thing that didn't feel like work, and we enjoyed making it for free," Noelle said. It caught the attention of "The Steve Harvey Show," which flew them to Atlanta to tell their story. Soon afterward, they created their social media handle, "The Out Goins," playing off Rian's last name.

Then they learned about Triller's ABC. "We knew this was our chance to not only grow our brand but also earn and save the much-needed income to start our life together," Noelle said. "We both immediately signed up and got to work."

During their ABC contract, Noelle and Rian participated in brand activations for Popeye's and Hallmark Mahogany. Noelle also attended SXSW and created content for NYX Cosmetics, Charmin and Bounty. Triller's Verzuz social media gained over 3.8 million views collectively and another 1.5 million views in their story shares.

"And one of the best experiences of the program has been being able to build relationships with fellow creators I wouldn't have met or spoken with otherwise," Noelle said.

Their Triller success also provided them with another long-term business opportunity. Rian's aunt ran a small pest-control business, but when she passed away, her children were going to close the company. However, a relative pitched Rian with the idea of saving the company. With their income from the Assembly for Black Creators program, Rian and Noelle were able to relaunch the company as Get Goins Pest Control.

"The income from Triller also allowed us to get our logo designed, our website built, purchase our uniforms, take professional pictures, and even cover all of the examination fees for us to obtain the licenses to own and operate a pest control company," Noelle said.



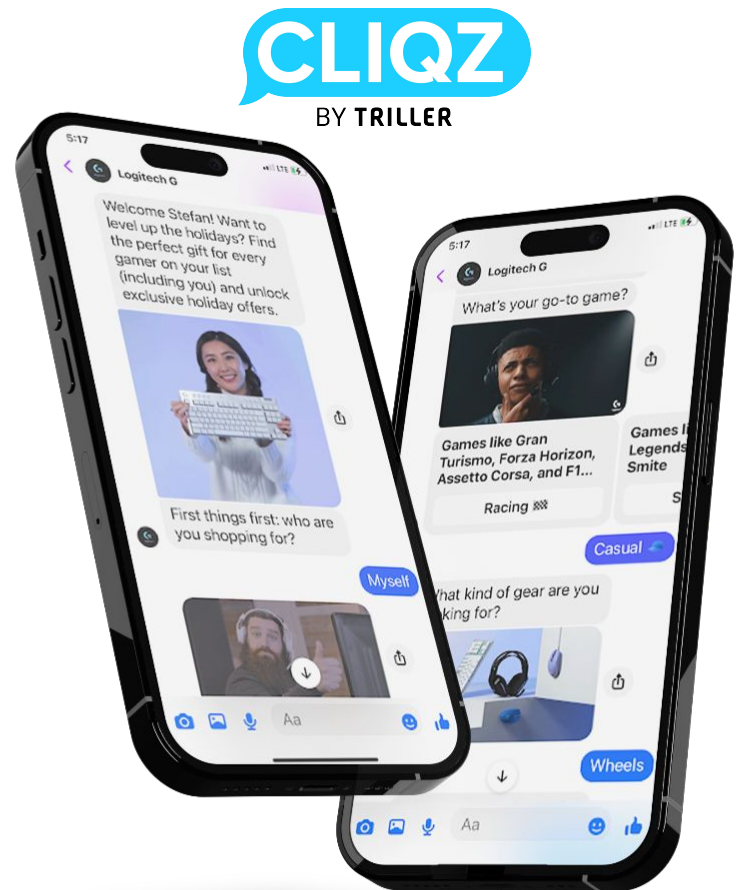
"Last but not least-that old work vehicle we inherited broke down on the freeway one evening after finishing a rodent exclusion job," she said. "With the money we were saving from Triller, we were able to put a down payment on a brand-new work truck and brand it with our logo."

The ABC started as a virtual summit but has blossomed into a program to help educate creators and bring them both monthly monetization opportunities and stock in the company-an opportunity to build actual, life-changing opportunities like the Get Goins.

## Trend: Tick Tock Tiktok

With the impending bill from Congress to ban TikTok and the Montana TikTok ban, increased awareness around privacy and data ownership have become a focal point for creators using the app. Alternative platforms, like Triller, offer similar functionalities, but with the added value of privacy and white-glove onboarding for creators to migrate their TikTok content before it's too late. Recently making headlines in Forbes, CNN, The Miami Herald, and more, Triller is poised to expand its platform in 2023 and offer even more ground-breaking functionalities.

In addition to the Q1 announcements of new AI capabilities in the Triller social media platform, enhancing personalization and optimized music content creation, Triller's suite of creator tools and products enhance and facilitate content distribution across platforms. Through the Triller Creator Platform, influencers have the ability to own their audience data, and can connect more meaningfully with fans through tools like the Hustle Engine and CLIQZ, which give creators the ability to have one-on-one text and DM interactions with fans. Triller's creator Platform has also made it seamless for TikTok creators to migrate their content and audiences to Triller, where they can begin their journeys toward entrepreneurship, audience ownership, large scale distribution, and accelerated monetization.



## Threads

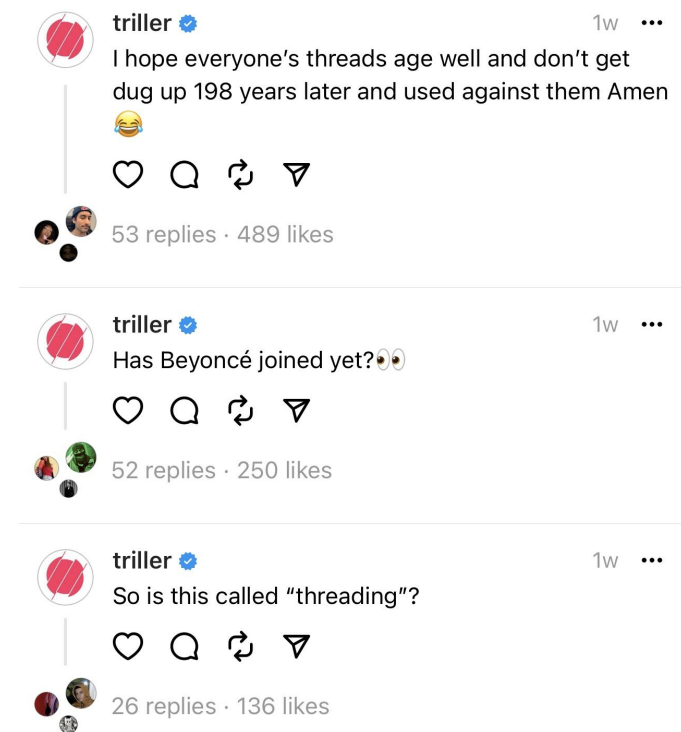
Instagram's recent launch of "Threads," Meta's text-based Twitter rival, allows users to share text updates and join public conversations. Within just hours of launching, Threads accumulated over 10 million sign ups, and within five days of launch, that number jumped to over 100 million.

With the growth in popularity of apps like Threads, it is apparent that there is a significant appetite for meaningful conversations among users, brands, and creators. Meta promises users a seamless onboarding process allowing users to integrate their accounts with their existing Instagram accounts as well as accounts followed.

According to Instagram CEO Adam Mosseri, there's a future plan to integrate Threads with ActivityPub to move toward a more decentralized model. In a recent interview with The Verge, Mosseri said, "I think we might be a more compelling platform for creators, particularly for the newer creators who are more and more savvy, if we are a place where you don't have to feel like you have to trust us forever."

Social media giants are following in Triller's footsteps to create an open-garden, decentralized approach to empower creators and fuel the relationship economy. The quick success and growth with apps like Threads further proves the appetite for meaningful conversations among users, brands, and creators.

Triller's Threads account, for example, launched in early July and in less than two weeks has garnered over 56.6K followers, surpassing its Twitter following by 15% and surpassing engagement by 4x.



## Press:

- <https://about.instagram.com/blog/announcements/threads-instagram-text-feature>
- <https://techcrunch.com/2023/07/17/what-is-instagrams-threads-app-all-your-questions-answered/>
- <https://www.forbes.com/sites/kateoflahertyuk/2023/07/07/threads-exactly-how-private-is-metas-new-twitter-challenger/?sh=3b11226f3da0>
- <https://www.similarweb.com/blog/insights/social-media-news/threads/>
- <https://time.com/6292586/privacy-concerns-threads-meta/>
- <https://www.insiderintelligence.com/content/threads-user-engagement-decline-could-spell-trouble-advertising-potential>



## Twitter vs Threads Engagement


Comparison of the same post on July 14 on each platform.



**TRILLER** @triller · Jul 14

The waiter trying to carry my Friday happy hour order 🤣 #beer #happyhour #friday

[apps.apple.com/us/app/triller...](https://apps.apple.com/us/app/triller...)



0:07


2 likes 789 views



**triller** 4d

The waiter trying to carry my Friday happy hour order 🤣 #beer #happyhour #friday

[apps.apple.com/us/ap...](https://apps.apple.com/us/ap...)



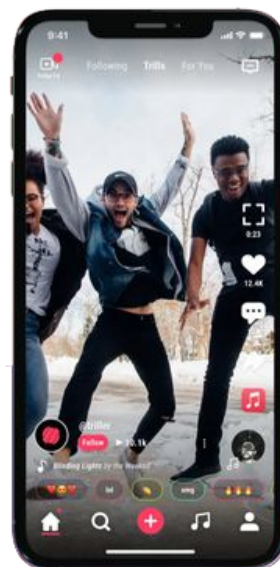
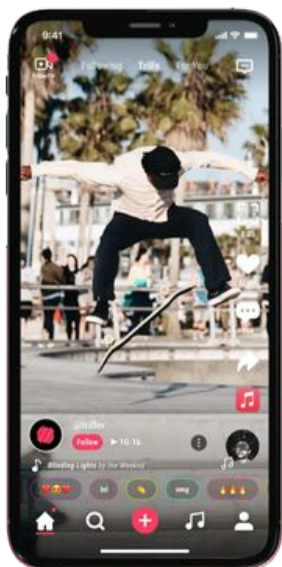
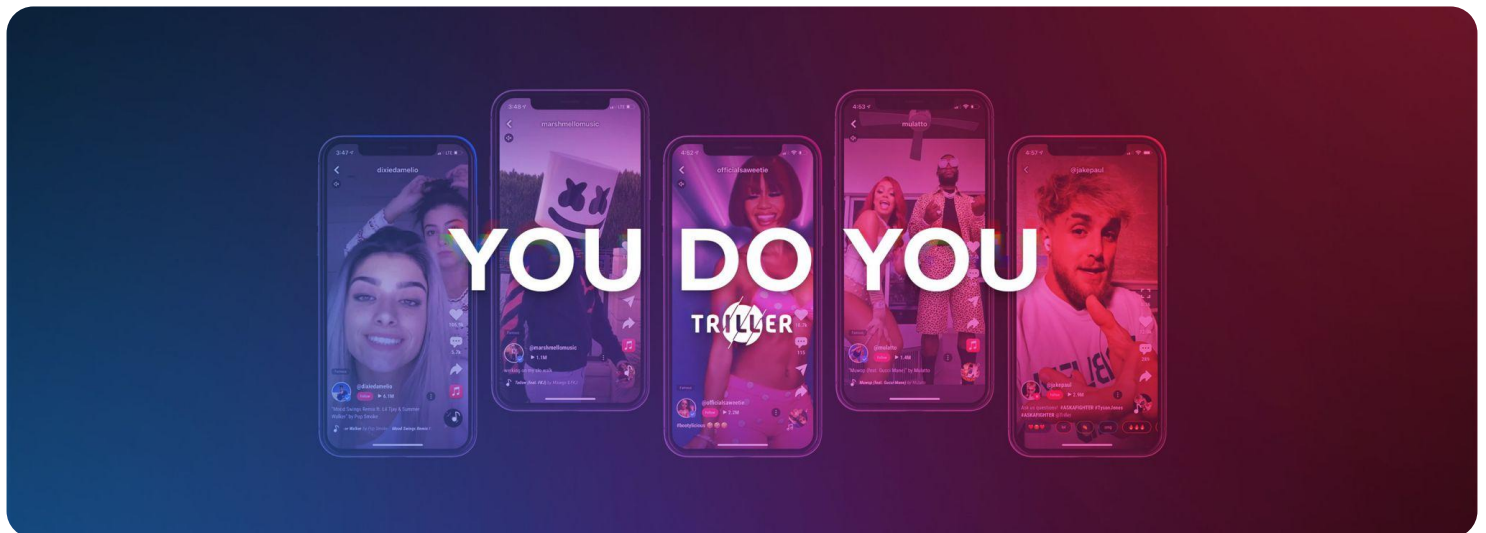
21 replies · 87 likes

## Conclusion

Despite dwindling brand budgets in influencer marketing, the creator economy continues to grow with more influencers coming into the space. In 2023, the opportunity for brands, platforms, and creators is greater than ever, as the space is simply shifting in a new direction.

As creators seek more financial and creative freedom, they are driven by an entrepreneurial spirit and seeking diversified revenue streams that aren't solely reliant on brands, as their influencer marketing budgets decrease. As they launch their own businesses and brands, creators will look for consolidated platforms and AI tools that will help them scale efficiently in cost-effective ways. In other words, creator Platforms will need to help creators grow their fanbase, measure, distribute, monetize, and operate.

With the threat of a TikTok ban, we predict creators with large followings will seek solutions for seamless content & audience migration and opportunities for monetization on other platforms, such as Triller.







**TRILLER** 

**TrillerCorp.com**  
Contact us at **sales@triller.co**